



**MS-AF**  
**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of

Alex MASHINSKY et al.

Serial No.: 10/098,667

Filed: March 15, 2002

For: System and Method for Facilitating Targeted  
Marketing Over a Telecommunication Network

Examiner: Bui, Bing Q  
Group Art: 2642

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Alphonso A. Collins  
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August 20, 2007

Date of Signature

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**AMENDMENT AFTER FINAL REJECTION**

SIR:

In response to the Final Office Action dated May 18, 2007, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 8 of this paper.